

Sphera

Study : How to produce and disseminate
quality information for the youngest and most vulnerable audiences ?

Environmental scan and strategic recommendations - February 2022



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Preamble

Feedback on your request and methodology

Preamble

Request

> A study on how to address the youngest and most precarious audiences with quality information.

Sphera wanted to base this study on the StreetPress YouTube channel, which has, on the one hand, the particularity of having a diversity of formats, both oriented towards culture (especially urban, rap) and others more oriented towards social issues and general information. And on the other hand, it has audiences that are really in the target, namely a majority of young people aged 17-24, and generally from working-class backgrounds.

Preamble

Methodology

This study is based on existing StreetPress data and is based on information provided and made available by the team.

Before developing our strategic recommendations, we collected statistical data and analyzed the consolidated data.

The situation analysis is based on the following data:

- Analytical data from the YouTube channel;
- Responses to forms distributed to the community;
- Qualitative interviews with the community (5) and the producers of the information at StreetPress (2);
- Numerical reports on the use of social networks by young people.

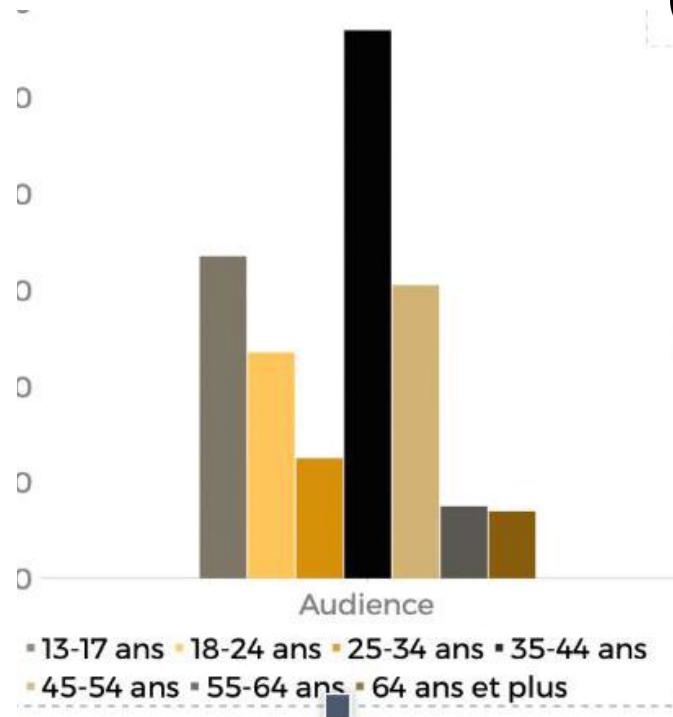
Situation analysis

Campaign report and dashboard

Situation analysis

By the numbers:

- 274K subscribers on the YouTube channel: 47.7% of the audience is aged 18 to 24, 25% of the audience is aged 25 to 34.
- A predominantly male audience: only 11.4% women versus 88.6% men.
- 45% of the community is in the workforce, 26% are students and 20% are high school students.
- 255 videos since 2016.
- Between 652,000 views and 1,018,000 views / month on average.
- 10 playlists.
- 120 videos of the successful Interview GAV format.
- Average length of a view: 4"30 minutes.
- The content is mostly watched on mobile (69.3%), then on TV (13.7%), computer (12.5%) and tablet (4.5%).
- Only 10% of viewers are subscribers.



NB: The consumption of YouTube videos is mainly done on mobile, **49%** use YouTube exclusively on mobile screens, according to a Médiamétrie survey.

Situation analysis

Two personas :

Amine, 17 years old, student, from working class neighborhoods, rap fan, under-represented in mainstream media, is looking for a non-stereotypical representation of his life in a working class neighborhood faithful to the image he has of it.

Pierre, 28 years old, active, employed, militant and politically engaged, interested in the problems of struggles and social justice, distrustful of the mainstream media, seeks information under an "anti-system" spectrum.

European practices

within the Sphera network

Overview of European practices

CaféBabel

ACCUEIL VIDEOS PLAYLISTS COMMUNAUTÉ CHAINES À PROPOS

15 vidéos · il y a 3 semaines

117 vues · Diffusé il y a 2 mois

15 vues · Diffusé il y a 3 mois

8 vues · Diffusé il y a 3 mois

28 vues · Diffusé il y a 4 mois

16 vidéos · Diffusé il y a 4 mois

134 vues · il y a 6 mois

16 vues · Diffusé il y a 7 mois

109 vues · il y a 8 mois

11 vidéos · Diffusé il y a 8 mois

25 vues · Diffusé il y a 8 mois

43 vues · Diffusé il y a 9 mois

124 vues · il y a 10 mois

123 vues · il y a 10 mois

Playlists créées TRIER PAR

The Artist **Peace Babies** **What's Up Europe ?** **WTF Europe** **WHO CARES?**

AFFICHER LA PLAYLIST COMPLÈTE AFFICHER LA PLAYLIST COMPLÈTE AFFICHER LA PLAYLIST COMPLÈTE AFFICHER LA PLAYLIST COMPLÈTE AFFICHER LA PLAYLIST COMPLÈTE

Dear Germany **Crème de la crème** **48 hours in Europe with...** **Volontour** **Vox Pops: EU in Motion**

AFFICHER LA PLAYLIST COMPLÈTE AFFICHER LA PLAYLIST COMPLÈTE AFFICHER LA PLAYLIST COMPLÈTE AFFICHER LA PLAYLIST COMPLÈTE AFFICHER LA PLAYLIST COMPLÈTE

Meet My Hood **Beyond the Curtain**

AFFICHER LA PLAYLIST COMPLÈTE AFFICHER LA PLAYLIST COMPLÈTE

CaféBabel

Countries : France, Spain, Italy, Germany, Poland

Platforms used and audiences :

[Facebook](#) : unknown audience

[Twitter](#) : 4750 followers

[Instagram](#) : 1947 followers

[YouTube](#) : 750 subscribers

[Newsletter](#) : unknown audience

CAFEBABEL

 Society

 Impact

 Creative

 Videos

 Podcasts

 News from home

About

CaféBabel

The YouTube channel and the website are totally independent, the channel does not link to any article. Building community loyalty also means making links between the different platforms. The fact that people can participate by pitching an idea to write it is also a good thing to increase the community feeling.

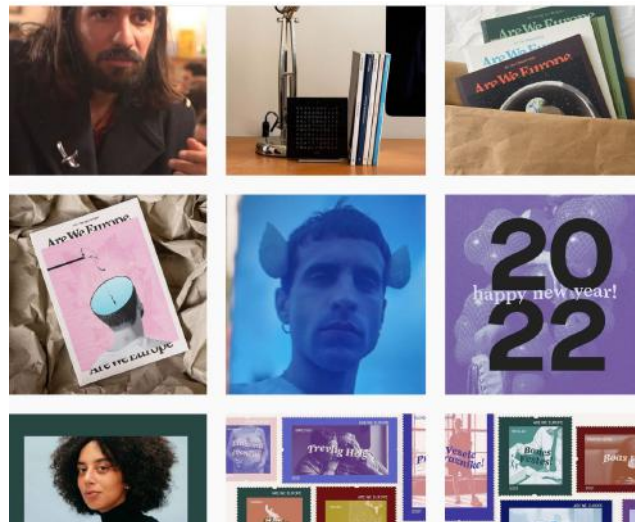
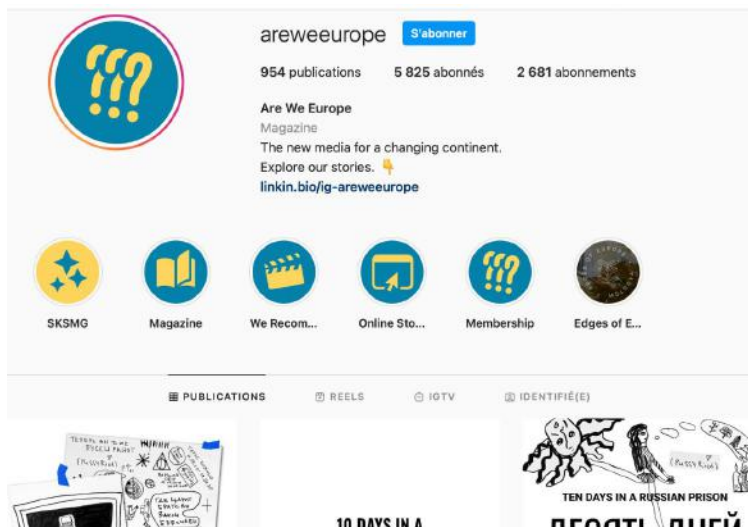
CaféBabel has the advantage of having a graphic charter for some of these formats. We believe that this practice can be extended to all formats.

The question of language is a real problem on this channel since it produces content in French, English, Spanish, Italian, etc. Preceding the title with [FR], [EN], etc. can help to classify the videos.

However, a real strategy is deployed on Instagram, with recurring publications (alternating between texts on a plain background and photos) and **pinned stories that present the media.**

Overview of European practices

Are We Europe



Are We Europe

Countries : all countries in Europe

Platforms used and audiences :

[Facebook](#) : 10 700 subscribers

[Twitter](#) : 5600 followers

[Instagram](#) : 5950 followers

[YouTube](#) : 597 subscribers



The image shows two side-by-side promotional cards for the 'Are We Europe' membership. Each card features a top image of a laptop, tablet, and smartphone displaying the website. The left card is for the 'Club' membership, priced at 3,50 € per month (42 € billed annually, a 13% saving). The right card is for the 'Print' membership, priced at 7,50 € per month (90 € billed annually, a 6% saving). Both cards list benefits: an exclusive story each week and a weekly curated story. A 'SHOW MORE...' link is present on each card, and a yellow 'BECOME A MEMBER' button is at the bottom of each.

Membership Type	Price / month	Annual Billing	Savings
Club	3,50 €	42 €	13%
Print	7,50 €	90 €	6%

Are We Europe

Media mainly present on Instagram with a graphic charter and a presence in both posts and stories. Only one language is used, English, which facilitates communication. However, this use of a foreign language can be a barrier for young people from working class neighborhoods, who do not have the same opportunities to practice their English.

Are We Europe offers a membership which allows to get exclusive stories a week (one curated and unique story), Are We Europe Club (to connect with the team, their contributors, and their growing community of readers), all stories (full access to all articles & digital magazines) and depends on the option you want, you can also have a print magazine every 2 months. There is also a “member area” on the website. This allows to create and to keep a link with the readers and to help them feel part of it.

Overview of European practices

El salto TV

El Salto 111,6 k Tweets

Ruge. Muerte. Salta.
El Salto colabora con **Pantera**, la marca del Sindicato de Manteros, para producir una bolsa con un **diseño exclusivo** con tu suscripción anual a El Salto.

El Salto @ElSaltoDiario

Somos un medio de comunicación autogestionado, horizontal y asambleario. Apóyanos con tu suscripción [elsaltdiario.com/suscribirse/](https://www.elsaltdiario.com/suscribirse/)

[elsaltdiario.com](https://www.elsaltdiario.com) A rejoint Twitter en novembre 2009

2 443 abonnements **187,7 k** abonnés

Suivi par Maria Ait Ouariame, Federación Mujeres Progresistas et 2 autres personnes que vous suivez

Tweets Tweets et réponses Médias J'aime

Tweet épinglé
El Salto @ElSaltoDiario · 12 févr.
¿Qué es el @sindmanterosM? ¿Qué es Pantera?

♥ Ahora si te suscribes a El Salto te llevas la totebag exclusiva producida con Pantera, la tienda del Sindicato de Manteros [elsaltdiario.com/suscribirse/](https://www.elsaltdiario.com/suscribirse/)

elsaltdiario
El Salto

S'abonner

19 Abonnements 276 Abonnés 807 J'aime

Somos un medio de comunicación autogestionado, horizontal y asambleario.

www.elsaltdiario.com/

Vidéos A aimé

si yo me hubiera inventado 241

¿Es racista la policía en Eur... 473

Pablo Elorduy interviene e... 333

Juliana lista 396

Pablo Elorduy interviene e...

Télécharger l'application

El Salto TV

Countries : Spain

Platforms used and audiences :

[Facebook](#) : 198 000 subscribers

[Twitter](#) : 189,8 K followers

[Instagram](#) : 76,9 K followers

[YouTube](#) : 7,41K subscribers

[TikTok](#) : 440 subscribers

[Mastodon](#) : 684 subscribers

And also, they use Telegram.

El Salto TV

The YouTube channel is regularly updated, only it happens that two contents are published the same day. We therefore recommend spacing them out over time, to avoid "self-sabotaging" in the algorithmic indexing. This also helps to avoid overloading the community.

Moreover, the graphic charter deserves to be developed, as it lacks consistency. If the title on the thumbnails respects globally the same typography, the way it appears in the thumbnail is not homogeneous, nor the color codes used. On Instagram, it is a bit more consistent. The YouTube thumbnail and the Instagram visuals have the same function: in a few graphic and textual elements, to make the community want to see the rest.

El Salto TV

The use of playlists is very relevant, with both thematic and geographic playlists. This makes it possible to classify the videos in several different ways and thus offers several entries to the community, which can choose to discover all the videos on a region, through several themes or the opposite.

El Salto TV is also present on TikTok, social network very used by young people. However, **be careful to make montages according to the uses of the platforms**. It is not enough to publish the same content on different networks. Thus, TikTok is rather made for short and cut videos while YouTube lends itself more to long formats. The biggest community is on Twitter (core target: 25-34 years old, up to 31% and then up to 27% for 18-24). *El Salto TV*'s presence is very appropriate on Twitter: several tweets per day, on different topics and a real identity.

Overview of European practices

Outriders

ACCUEIL VIDEOS PLAYLISTS COMMUNAUTÉ CHAINES À PROPOS

- Outriders Podcast #10 - Wasylków** (12:26) - 6,6 k vues · il y a 6 jours
- Outriders Podcast #9 - Wojna i onkologia** (10:52) - 7,3 k vues · il y a 9 jours
- Outriders Podcast #8 - Musimy wydstać córkę z...** (30:51) - 8 k vues · il y a 11 jours
- Outriders Podcast #7 - Charków przetrwał kolejną...** (10:48) - 7,2 k vues · il y a 13 jours
- Outriders Podcast #6 - Kijów 5 MARCA 2022** (18:15) - 6,7 k vues · il y a 2 semaines
- Outriders Podcast #5 - Kijowski szpital** (10:53) - 8,4 k vues · il y a 2 semaines
- Outriders Podcast #4 - Wieża telewizyjna** (6:38) - 10 k vues · il y a 2 semaines
- Outriders Podcast #3 - Charków pod ciężkim...** (15:17) - 11 k vues · il y a 2 semaines
- Outriders Podcast #2 - Kijów, Białoruś i Biała Cerkiew** (16:05) - 6,6 k vues · il y a 2 semaines
- Outriders Podcast #1 - Pierwsze dni wojny** (19:10) - 2,2 k vues · il y a 2 semaines
- "Na rok 3 Iososie." Bałtyccy** (8:07)
- Broń i banki** (2:20)
- Sektor IT i praca zdalna -** (2:08)
- Stare auta z Europy jadą do...** (2:31)
- NFT w sztuce - aukcje** (4:48)

Outriders 6 009 Tweets Suivre

Outriders @outrid3rs · 1h
 Wg wywiadu #Ukrainy rosyjskie elity myślą o usunięciu Władimira #Putina. Na koncie Głównego Zarządu Wywiadu Ministerstwa Obrony Ukrainy na Facebooku pojawił się post zaczynający się od słów: „Zatrucie, nagła choroba, wypadek – rosyjska elita rozważa możliwość usunięcia Putina”.

Outriders @outrid3rs · 2h
 General US Army David Petraeus rozmawiał z CNN o tym, jak Ukraińcy likwidują rosyjskich generałów. Zwrócił uwagę, że z reguły to bardzo rzadko spotykane sytuacje na polu bitwy. #Ukraińcy zagłuszyli łączność #Rosjan, dlatego rosyjski system dowodzenia i kontroli się załamał. >>

Outriders @outrid3rs · 2h
 „Co się więc dzieje? Kolumna wojskowa zostaje zatrzymana. Niecierpliwy generał siedzi tam w swoim opancerzonym lub jakimś pojeździe. Idzie do przodu, aby się dowiedzieć, co się stało, ponieważ brakuje inicjatywy. Nie ma korpusu podoficerskiego.”>>

Outriders @outrid3rs · 2h
 „Niżsi stopniem żołnierze nie przejawiają inicjatywy. Czekają, aż ktoś im powie, co mają robić. A Ukraińcy mają bardzo, bardzo dobrych snajperów” – mówił Petraeus.

Outriders

Countries : Poland

Platforms used and audiences :

[Facebook](#) : 53 000 subscribers

[Twitter](#) : 14,5 K followers

[Instagram](#) : 72,9 K followers

[YouTube](#) : 14K subscribers

And also, they use Telegram.

Outriders

The YouTube channel is followed by 12.6 K subscribers but the views on the videos are very heterogeneous: globally, it is either 500 views or 2000 to 5000 views. This would need to be analyzed to understand this discrepancy.

On the other hand, the use of playlists is not very relevant because there are too many of them. The purpose of the playlist is also to gather videos. Maybe some of them can be merged.

Also, the lack of coherence in the miniatures does not allow to create a loyalty and a feeling of belonging.

This trend also exists on their Instagram page where many stories are pinned. This does not allow for a synthetic "big picture".

Overview of European practices

Hugo Décrypte

HUGO DÉCRYPTE

HugoDécrypte • 541 k abonnés

ACCUEIL VIDÉOS PLAYLISTS COMMUNAUTÉ CHAÎNES À PROPOS

Mises en ligne

<p>Tripler l'ISF</p> <p>850€ par mois pour étudiants</p> <p>32h de travail par semaine</p> <p>11:29</p> <p>Fabien Roussel : 10 mesures pour comprendre son...</p> <p>38 k vues • il y a 15 heures</p>	<p>ZEMMOUR L'INTERVIEW</p> <p>37:21</p> <p>Éric Zemmour : L'interview face cachée (Présidentielle...</p> <p>941 k vues • il y a 1 jour</p>	<p>JEAN LASSALLE L'INTERVIEW</p> <p>35:53</p> <p>Jean Lassalle : L'interview face cachée (Présidentielle...</p> <p>453 k vues • il y a 4 jours</p>	<p>Développer le nucléaire</p> <p>zéro immigration</p> <p>Boîte d'impôts</p> <p>10:14</p> <p>Éric Zemmour : 10 mesures pour comprendre son...</p> <p>303 k vues • il y a 5 jours</p>	<p>RSA Jeune</p> <p>Ticket payson</p> <p>Service national civique</p> <p>10:12</p> <p>Jean Lassalle : 10 mesures pour comprendre son...</p> <p>199 k vues • il y a 7 jours</p>
<p>JÉAN-LUC MÉLENCHON L'INTERVIEW</p> <p>39:30</p> <p>Jean-Luc Mélenchon : L'interview</p>	<p>ANNE HIDALGO L'INTERVIEW</p> <p>38:40</p> <p>Anne Hidalgo : L'interview</p>	<p>SMIC à 1800€</p> <p>Services de 4 jours</p> <p>Sorti du capitalisme</p> <p>9:51</p> <p>Philippe Doustou : 10 mesures</p>	<p>SMIC à 1800€</p> <p>Sorti du nucléaire</p> <p>Fin de l'élevage industriel</p> <p>9:24</p> <p>Vandré Jafet : 10 mesures</p>	<p>NICOLAS DUPONT-AIGNAN L'INTERVIEW</p> <p>36:38</p> <p>Nicolas Dupont-Aignan : L'interview</p>

HugoDécrypte - Actus du jour • 1,54 M d'abonnés

REJOINDRE S'ABONNER

ACCUEIL VIDÉOS PLAYLISTS COMMUNAUTÉ CHAÎNES À PROPOS

Mises en ligne

<p>BIENTÔT CONDAMNÉ ?</p> <p>10:35</p> <p>Crimes de guerre et Poutine menacé, Macron privé de...</p> <p>246 k vues • il y a 14 heures</p>	<p>SOMMES-NOUS PRÊTS ?</p> <p>9:57</p> <p>La menace nucléaire face à la France, Poutine s'adresse...</p> <p>377 k vues • il y a 3 jours</p>	<p>NEON'ZIS EN UKRAINE ?</p> <p>10:28</p> <p>Ces n°zis dans l'armée ukrainienne, programme de...</p> <p>276 k vues • il y a 4 jours</p>	<p>QUE PENSENT LES RUSSES ?</p> <p>10:14</p> <p>La Russie veut-elle vraiment la guerre, autonomie de la...</p> <p>348 k vues • il y a 5 jours</p>	<p>UKRAINE FAMINE MONDIALE</p> <p>9:49</p> <p>Cet 'ouragan de famines' qui menace le monde, Lassalle...</p> <p>356 k vues • il y a 6 jours</p>
<p>SA STRATEGIE POUR CONVAINCRE ?</p> <p>11:58</p> <p>Paris sous les b'mbes dans une vidéo de l'ukraïne...</p> <p>335 k vues • il y a 7 jours</p>	<p>CLIMAT ALERTE ROUGE URGENT</p> <p>RAPPORT DU GIEC</p> <p>10:24</p> <p>Le rapport le plus grave passé inaperçu, débat entre...</p> <p>339 k vues • il y a 10 jours</p>	<p>CRISE ÉCONOMIQUE MONDIALE ?</p> <p>10:49</p> <p>Flambée des prix et crainte de crise mondiale, Ukraine...</p> <p>337 k vues • il y a 11 jours</p>	<p>RUSSIE PEUT-ELLE TENIR ?</p> <p>12:59</p> <p>L'armée russe en difficulté, richesse des candidats...</p> <p>407 k vues • il y a 12 jours</p>	<p>NON MERCI IL REFUSE LE DÉBAT ?</p> <p>11:29</p> <p>Emmanuel Macron refuse de débattre, fermeture de sites...</p> <p>470 k vues • il y a 13 jours</p>

Hugo Décrypte

Countries : France

Platforms used and audiences :

[Facebook](#) : 39 000 subscribers

[Twitter](#) : 306 K followers / [Twitter\(himself\)](#) : 236 K followers

[Instagram \(principal\)](#) : 1,6 m followers / [Instagram \(culture\)](#) : 359 K / [Instagram \(Sport\)](#) : 182 K

[YouTube \(principal\)](#) : 541K subscribers / [Youtube \(news of the day\)](#) : 1,54 M

[Twitch](#) : 214,5 K subscribers

Hugo Décrypte

Hugo Décrypte is a media based on a YouTube channel, with all the codes that this includes. Hugo is above all **an influencer** and if he has a whole team behind him, there is a great deal of personalization.

In fact, Hugo Décrypte makes partnerships, intervenes in videos of other youtubers etc.

Today, Hugo Décrypte is one of the most followed media by young people in France. It was first followed for its in-depth analyses and now offers **recurring content**, once a day. This format, first launched on Instagram, "Les 5 actus du jour" has been duplicated with a dedicated YouTube Channel. In its format on Instagram, it does not only inform, it also allows to **create debate**, by proposing a question that makes the news and invites its followers to debate in the comments. Also, he appropriates the codes of the internet by taking up memes, with a political point of view.

Hugo Décrypte

Hugo Décrypte is a media that exists only on social networks, but it has found its audience because that's where young people are today. He recently invested the Twitch platform to create debate on current events, with his "Mashup" format. In the first part, he invites experts on a chosen theme and in the second part, he interviews a personality. He has capitalized on this format by creating a [dedicated YouTube channel](#) to broadcast the replays.

The tone given, the influencer side that gives him **accessibility**, the personalization of content ... are real strengths of his channel. The young people who follow him have the impression of debating with their friend, and he **democratizes** certain political questions that may be unconnected with the daily life of these young people (pensions, taxes, etc.)

Overview of European practices

France TV Slash

The screenshot shows the 'PLAYLISTS' section of the France TV Slash website. At the top, there is a navigation bar with 'ACCUEIL', 'VIDÉOS', 'PLAYLISTS', 'COMMUNAUTÉ', 'CHAÎNES', and 'À PROPOS'. Below the navigation, there is a dropdown menu for 'Toutes les playlists'. The main content area is titled 'Playlists créées' and displays a grid of five playlist thumbnails: 'SKAM France 09' (88 items), 'GIRLSQUAD Les bestas' (3 items), 'SKAM France 08' (100 items), 'MENTAL S02' (11 items), and 'SKAM France 07' (105 items). Below this grid, there is a section titled 'En ce moment sur francetv slash' which shows another grid of five thumbnails: 'SKAM France 09', 'STALK' (7 items), 'GIRLSQUAD Les bestas', 'Insomnie' (39 items), and 'Étiquette Les Addicts' (34 items). Each thumbnail includes the show title, a small image, and a number of items. Below each thumbnail, there is a brief description and a link to 'AFFICHER LA PLAYLIST COMPLÈTE'.

The screenshot shows the Instagram app interface. At the top, there is a search bar with the text 'Rechercher'. Below the search bar, there is a navigation bar with icons for 'Fonds d'é...', 'Tu savais?', 'Stalk', 'Actu', 'Pop corn', 'On imagin...', and 'Chroma'. The main content area is a grid of posts. The first post is a video of a woman singing into a microphone. The second post is a dark image with a yellow moon and a blue car, with a quote: « Peuh, je pensais que la lune me suivait la nuit quand je faisais de grands trajets en voiture. ». The third post is a blue background with a photo of a man and the text: « This girl ? On me disait que c'était de la m*rde. » by Kungs - DJ. The fourth post is a black background with the text '1,5% des personnes'.

France TV Slash

Countries : France

Platforms used and audiences :

[Facebook](#) : 598 K subscribers

[Twitter](#) : 31,3 K followers

[Instagram](#) : 346 K followers

[YouTube](#) : 570K subscribers

France TV Slash

This medium is special because it is above all a broadcaster. Thus, as for a television news, it is embodied by several different personalities. **Series, reports, interviews,** the formats diverge but always with a will to speak about subjects which echo the young people : identities (racial, gender, religious, etc.), mental health, sexuality, gender-based violence, justice, etc.

They use all the tools available on the platforms they are on. From reels on Instagram to YouTube's community to create news and engagement, to pinned stories, they have a very good community management strategy.

To create that sense of belonging as well, they offer wallpapers based on the content they offer, for example.

Marketing and editorial action plan

objectives

Conclusion

Few learnings

- Young people are very present on the networks. So, as a media, it is important to use the tools and codes that young people use, without distorting reality. The idea is not to "speak young" or to play a role, but to go and find the target where it is.
- The creation of debates and places for discussion seems to be crucial for young people, a generation that is more and more militant and in full questioning.
- Personalization seems to work: young people have more confidence in personalities to whom they consider themselves close. As a media, it is important not to assume positions but to provoke reflection and sharpen critical thinking.

Conclusion

Few learnings

- The creation of a **graphic charter is as important on YouTube as an editorial charter** in a media: it allows people to find their way in the mass of proposed contents.
- The **recurrence of contents is important** not to be forgotten: young people consume a lot, they live in a consumer society. Helping them to find their way around and creating a sense of belonging seems essential to maintain the link.
- **Consulting** young people in the treatment of topics (interviews with followers, brainstorming on social networks, online editorial conference) is a way to include them in the media and to foster a sense of belonging and community.

Resources

1. Journalist Marie Turcan's study on Snpachat Discover:
<https://www.blogdumoderateur.com/snapchat-discover-performances-medias-francais/>
2. Video trends for 2022: <https://graphiste.com/blog/tendances-video>
3. Boost your YouTube algorithm:
<https://www.youtube.com/playlist?list=PLpjK416fmKwTeFSdTJbnL0ajZc95GXd0q>



Médianes

le studio